

Message Text

UNCLASSIFIED

PAGE 01 THE HA 03391 030604Z

14

ACTION COME-00

INFO OCT-01 EUR-06 ADP-00 EB-05 RSR-01 RSC-01 /014 W

----- 126905

R 021632Z AUG 73

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 1769

INFO AMCONSUL FRANKFURT

UNCLAS THE HAGUE 3391

FRANKFURT FOR USTC

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: SUCCESS STORY - CHARTER FLIGHT TO FRANKFURT TRADE
CENTER SHOW

REF: AMSTERDAM-123

1) THE EMBASSY RECENTLY RECEIVED A TELEPHONE CALL FROM AN OFFICIAL OF THE DATACRAFT CORPORATION, FORT LAUDERDALE, FLORIDA WHO WAS IN THE NETHERLANDS ON A BUSINESS TRIP. THE FLORIDA FIRM HAD BEEN AN EXHIBITOR AT THE AMERICAN MINICOMPUTER AND PERIPHERALS SHOW HELD LAST FEBRUARY AT COMMERCE'S FRANKFURT TRADE CENTER. A GROUP FLIGHT TAKING SOME 45 DUTCH BUSINESS PROSPECTS TO THE SHOW WAS HELD ON FEBRUARY 15, 1973 (SEE REFTEL)

2) WHILE THE DATACRAFT TELEPHONE CALL WAS FOR A DIFFERENT PURPOSE, THE COMPANY REPRESENTATIVE MENTIONED THAT HE WAS IN THE FINAL PROCESS OF SIGNING A SALES AGREEMENT WITH A DUTCH FIRM FOR THE SUPPLY OF COMPUTER EQUIPMENT. THE PRECISE AMOUNT OF THE ORDER HAD NOT BEEN FIXED, BUT WOULD BE BETWEEN \$85,000 AND \$110,000. THE REPRESENTATIVE INDICATED THAT THE SALE WAS THE DIRECT RESULT OF THE CHARTER FLIGHT TO THE FRANKFURT SHOW AND THAT TOTAL SALES TO THE DUTCH FIRM MIGHT GO AS HIGH AS \$600,000.
TANGUY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 AUG 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973THEHA03391
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: THE HAGUE
Handling Restrictions: n/a
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ISecure: 1
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Handling Restrictions: n/a
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Review Event:
Review Exemptions: n/a
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Review Markings:

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EO Systematic Review
30 JUN 2005

Review Media Identifier:
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To: STATE
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